

## ORDER



KLAS

Orders Order / Rev: 37381  
 Alt Order #: 08863441  
 Product Desc: BERKLEY/SENATE/D  
 Estimate:  
 Flight Dates: 10/09/12 - 10/15/12  
 Original Date / Rev: 09/24/12 / 09/24/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

Agency Name: Shorr Johnson Magnus  
 Buying Contact:  
 Billing Contact:  
1831 Chestnut St.  
Philadelphia, PA 19103

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

Advertiser Name: Berkley, Shelley - D-USS  
 Demographic: A35+  
 Product Codes: PO1  
 Priority: LV1  
 Revenue Codes: AGY, POL, CAND

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/15/12	139	\$69,835.00	\$59,359.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	139	\$69,835.00	\$59,359.75	0.00
Totals	139	\$69,835.00	\$59,359.75	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones	Start Of Order - End Of Order	100%
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## Order Share

Share	Total
30%	\$69,835.00

Market	100%	\$232,783.33
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## Competitive Share

Share	Total	
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$58,195.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$11,639.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/09/12	10/12/12	8 News Now 4-5a	CM	4-5a	-TWTF--	:30	5	\$25.00	LV3	0.00	NM	5	\$125.00

## NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/08/12	10/14/12	-TWTF--	5	\$25.00	0.00										
E 2	8	10/15/12	10/15/12	8 News Now 4-5a	CM	4-5a	M-----	:30	2	\$25.00	LV3	0.00	NM	2	\$50.00

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KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	8	10/15/12	10/15/12	Price Is Right Price Is Right	CM	10-11a	M-----	:30	1	\$400.00	LV3	0.00	NM	1	\$400.00
<b>PRICE RITE</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$400.00 0.00															
E 15	8	10/09/12	10/12/12	Live w/Kelly Live w/Kelly	CM	9-10a	-TWTF--	:30	4	\$275.00	LV3	0.00	NM	4	\$1,100.00
<b>KELLY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -TWTF-- 4 \$275.00 0.00															
E 16	8	10/15/12	10/15/12	Live w/Kelly Live w/Kelly	CM	9-10a	M-----	:30	1	\$275.00	LV3	0.00	NM	1	\$275.00
<b>KELLY</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 1 \$275.00 0.00															
E 18	8	10/15/12	10/15/12	Y&R Young & Restless	CM	11a-12p	M-----	:30	2	\$500.00	LV3	0.00	NM	2	\$1,000.00
<b>YNG &amp; RSTLSS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 2 \$500.00 0.00															
E 20	8	10/13/12	10/13/12	8 News Now Sat 5-7p 8 News Now Sat 5-7p	CM	5-7p	-----S-	:30	2	\$185.00	LV3	0.00	NM	2	\$370.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 2 \$185.00 0.00															
E 21	8	10/09/12	10/12/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	CM	5-630p	-TWTF--	:30	8	\$400.00	LV3	0.00	NM	8	\$3,200.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -TWTF-- 8 \$400.00 0.00															
E 22	8	10/15/12	10/15/12	8 News Now 5-630p M-FCM 8 News Now 5-630p M-F	CM	5-630p	M-----	:30	2	\$400.00	LV3	0.00	NM	2	\$800.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 2 \$400.00 0.00															
E 23	8	10/09/12	10/12/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	-TWTF--	:30	8	\$350.00	LV3	0.00	NM	8	\$2,800.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -TWTF-- 8 \$350.00 0.00															
E 24	8	10/15/12	10/15/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p	M-----	:30	2	\$350.00	LV3	0.00	NM	2	\$700.00
<b>NEWS</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 2 \$350.00 0.00															
E 25	8	10/13/12	10/13/12	Sat 7-8p - ET Wknd The Insider Weekend	CM	7p-730p	-----S-	:30	1	\$165.00	LV3	0.00	NM	1	\$165.00
<b>ET WKND</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -----S- 1 \$165.00 0.00															
E 26	8	10/09/12	10/12/12	7-8p Rotator 7-8p Rotator	CM	7-8p	-TWTF--	:30	3	\$300.00	LV3	0.00	NM	3	\$900.00
<b>ET/INSDR</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 -TWTF-- 3 \$300.00 0.00															
E 27	8	10/15/12	10/15/12	7-8p Rotator 7-8p Rotator	CM	7-8p	M-----	:30	2	\$300.00	LV3	0.00	NM	2	\$600.00
<b>ET/INSDR</b>															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12 10/21/12 M----- 2 \$300.00 0.00															
E 28	8	10/09/12	10/12/12		CM	630-7p	-TWTF--	:30	1	\$275.00	LV3	0.00	NM	1	\$275.00

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 Estimate: KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
630-7p Inside Edition															
Inside Edition															
INS EDIT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TwTF--		1	\$275.00			0.00					
E 29	8	10/15/12	10/15/12	630-7p Inside Edition	CM	630-7p		:30	1	\$275.00	LV3	0.00	NM	1	\$275.00
Inside Edition															
INS EDIT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M-----		1	\$275.00			0.00					
E 30	8	10/09/12	10/09/12	Tue 8-9p	CM	8-9p		:30	1	\$12,000.00	LV1	0.00	NM	1	\$12,000.00
NCIS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1	\$12,000.00			0.00					
E 31	8	10/09/12	10/09/12	Tue 10-11p	CM	10-11p		:30	1	\$1,300.00	LV3	0.00	NM	1	\$1,300.00
Vegas															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1	\$1,300.00			0.00					
E 32	8	10/09/12	10/09/12	Tue 9-10p	CM	9-10p		:30	1	\$2,000.00	LV3	0.00	NM	1	\$2,000.00
NCIS: LA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----		1	\$2,000.00			0.00					
E 33	8	10/11/12	10/11/12	Thu 9-10p	CM	9-10p		:30	2	\$1,800.00	LV3	0.00	NM	2	\$3,600.00
Person Of Interest															
PERS OF INT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	---T---		2	\$1,800.00			0.00					
E 34	8	10/14/12	10/14/12	Sun 7-8p	CM	7-8p		:30	1	\$1,300.00	LV3	0.00	NM	1	\$1,300.00
60 Minutes															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$1,300.00			0.00					
E 37	8	10/14/12	10/14/12	Sun 10-11p	CM	10-11p		:30	1	\$1,900.00	LV3	0.00	NM	1	\$1,900.00
The Mentalist															
MENTALIST															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$1,900.00			0.00					
E 38	8	10/12/12	10/12/12	Fri 10-11p	CM	10-11p		:30	1	\$1,400.00	LV3	0.00	NM	1	\$1,400.00
Blue Bloods															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----F--		1	\$1,400.00			0.00					
E 39	8	10/12/12	10/12/12	Fri 9-10p	CM	9-10p		:30	1	\$1,200.00	LV3	0.00	NM	1	\$1,200.00
Made In Jersey															
MD IN JRSY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	----F--		1	\$1,200.00			0.00					
E 40	8	10/14/12	10/14/12	Sun 9-10p	CM	9-10p		:30	1	\$1,400.00	LV3	0.00	NM	1	\$1,400.00
The Good Wife															
GD WIFE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S		1	\$1,400.00			0.00					
E 41	8	10/12/12	10/12/12	Fri 8-9p	CM	8-9p		:30	1	\$1,200.00	LV3	0.00	NM	1	\$1,200.00
CSI: NY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----F--		1	\$1,200.00			0.00					
E 42	8	10/15/12	10/15/12		CM	8-9p		:30	1	\$1,600.00	LV3	0.00	NM	1	\$1,600.00

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KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 55	8	10/09/12	10/12/12	8 News Now 11p M-F	CM	11-1135p	-TWTF--	:30	4	\$500.00	LV3	0.00	NM	4	\$2,000.00	
<b>NEWS</b>																
Week: 10/08/12		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating							
				-TWTF--		4	\$500.00		0.00							
E 56	8	10/15/12	10/15/12	8 News Now 11p M-F	CM	11-1135p	M-----	:30	1	\$500.00	LV3	0.00	NM	1	\$500.00	
<b>NEWS</b>																
Week: 10/15/12		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating							
				M-----		1	\$500.00		0.00							
E 57	8	10/14/12	10/14/12	CBS News Sunday Morn@M	CM	CBS Sunday Morn-----S		:30	2	\$215.00	LV3	0.00	NM	2	\$430.00	
<b>SUN MRN</b>																
Week: 10/08/12		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating							
				-----S		2	\$215.00		0.00							
E 58	8	10/14/12	10/14/12	8 News Now Sun AM #2CM	CM	8 News Now Sun A-----S		:30	1	\$215.00	LV3	0.00	NM	1	\$215.00	
<b>NEWS</b>																
Week: 10/08/12		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating							
				-----S		1	\$215.00		0.00							
E 59	8	10/14/12	10/14/12	Face The Nation	CM	Face The Nation	-----S	:30	1	\$265.00	LV3	0.00	NM	1	\$265.00	
<b>FACE NATN</b>																
Week: 10/08/12		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating							
				-----S		1	\$265.00		0.00							
N 61	8	10/09/12	10/14/12	Thu 10-11p ET	CM	10-11p (10:00 PM-10:30 PM)	---T---	:30	1	\$300.00	LV3	0.00	NM	1	\$300.00	
Week: 10/08/12		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating							
				---T---		1	\$300.00		0.00							
N 62	8	10/09/12	10/14/12	Thu 10-11p Inside Edition	CM	10-11p (10:30 PM-11:00 PM)	---T---	:30	1	\$275.00	LV3	0.00	NM	1	\$275.00	
Week: 10/08/12		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating							
				---T---		1	\$275.00		0.00							
N 63	8	10/09/12	10/14/12	ACC Football	CM	930a-12pm	-----SS	:30	2	\$300.00	LV2	0.00	NM	2	\$600.00	
Week: 10/08/12		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating							
				-----SS		2	\$300.00		0.00							
Spot	Ch	Date Range	Description			Start/End Time				Weekdays	Length	Rate	Rtg	Type		
1	8	10/08/12-10/14/12	ACC Football			930a-12pm				-----SaSu	:30	(\$300.00)	0.00	NM		
<i>See MG 63.3</i>																
<i>[due placed on wrong day, move to Sa 10/13, dsc]</i>																
3	8	10/13/12-10/13/12	ACC Football			930a-12pm				-----Sa--	:30	\$300.00	0.00	NM		
<i>(M) MG for 63.1 10/14</i>																
N 64	8	10/09/12	10/14/12	Sat Prime Special	CM	7-11p (8:00 PM-10:00 PM)	----S-	:30	2	\$500.00	LV2	0.00	NM	2	\$1,000.00	
Week: 10/08/12		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating							
				-----S-		2	\$500.00		0.00							
N 65	8	10/09/12	10/14/12	137-237a M-F Elec Plyg@M	CM	137-207a	-TWTF--	:30	1	\$30.00	LV3	0.00	NM	1	\$30.00	
Week: 10/08/12		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating							
				-TWTF--		1	\$30.00		0.00							

Totals 139 \$69,835.00